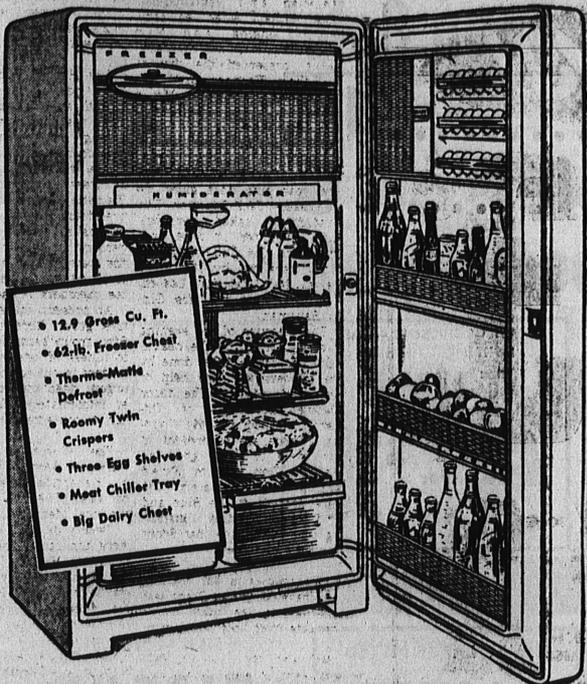


SHOP AT SEARS MONDAYS AND FRIDAYS 9:30 A.M. TO 9:15 P.M. Other days 9:30 A.M. to 5:30 P.M. Plenty of FREE Near-Entrance Parking

**SEARS**  
ROEBUCK AND CO.

# VALUE DEMONSTRATION



- 12.9 Gross Cu. Ft.
- 62-lb. Freezer Chest
- Thermo-Matte Defrost
- Roomy Twin Crispers
- Three Egg Shelves
- Meat Chiller Tray
- Big Dairy Chest

**Sensational Special Purchase!**  
**Huge Coldspot with Automatic Defrosting**

New selling for \$100 below the list price of comparable makes! Free Delivery

## 269<sup>88</sup>

\$10 DOWN, Sears Easy Terms

The finest in food storage convenience... and you don't have to play havoc with the budget to buy it! 1957 Coldspot gives you a separately insulated freezer chest plus an automatic defrosting refrigerator... even disposes of defrost water automatically. Dairy-Mart stores cheese and butter at the proper temperatures. Porcelain coated, glass covered twin crispers keep vegetables dewy-fresh. Door-Servi-Shelves, many other deluxe features. Ask to see L12T.

## GIANT 14.7 CU. FT. COLDSPOT FREEZER



Freezes and stores over 514-lbs. of food... and priced at just

## 279<sup>88</sup>

\$10 DOWN, Sears Easy Terms

Where but Sears would you find such a buy! Coldspot has a separate fast-freeze compartment, counter-balanced lid, famous Super-Wall construction, easy-to-clean porcelain enameled interior, removable basket, many more deluxe features. See it at your nearest Sears. Model 71915.

COLDSPOT the first by far to sell a million home freezers

## SAVE 40<sup>02</sup> SILVERTONE 24-INCH TV

Reg. 219.90 Now

# 179<sup>88</sup>

\$5 DOWN, Sears Easy Terms

TV viewing is more fun when you have this big-as-life 24-inch TV set... it truly puts you "up front" at all the shows! Silvertone reception is clear and bright, backed up by new 14,000 volt chassis. Powerful transformer assures steady pictures even in difficult fringe areas. Buy Model 6120 now and SAVE!

### ONLY \$5 DOWN

- No extra down payment required for additional cost of:
  - 2-Year Parts Warranty
  - 2-Year Receiving Tube Warranty
  - 2-Year Picture Tube Warranty
  - 2-Year Service in Home

And remember, only Sears offers a 2-year service contract!

PHONE your nearest Sears for a FREE demonstration of Silvertone TV in your home. No obligation!



(Cover-all diagonal) 331 sq. in. viewable area

Matching Swivel Base at No Extra Cost

## BIG REDUCTIONS ON PHONOGRAPHS AND RADIOS... LIMITED QUANTITY!

### 3-Speed Portable Phono

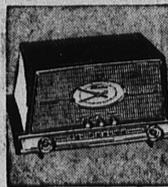


Regular 19.95, Now

## 16<sup>88</sup>

We think it's the best bargain in town! Plays 3 speeds... 33, 45 and 78... with a big speaker for rich, full tone. Smartly styled, easy-to-carry case.

### New Silvertone Clock Radio



Regular 29.95, Now

## 26<sup>88</sup>

2.69 DOWN, Sears Easy Terms. Automatically turns on coffeemakers, other appliances in addition to waking you up with music and buzzer. Smart brown case. With Ivory Case 28.88

### Closeout Sale of Records



Big Price Slash!

## 10 for \$1

Join the early shoppers for the best selection! Top-selling 78 RPM records by your favorite recording stars. Specially priced for this sale only!

### Three-Way Portable Radio



Regular 29.95, Now

## 26<sup>88</sup>

2.69 DOWN, Sears Easy Terms. Knock it! Drop it! This portable can take it! Case is break-resistant Dur-Pac. Use it as a portable or table radio. Easy-to-read modern dial.

### Hi-Fi Portable Radio-Phono



Regular 79.95, Now

## 69<sup>88</sup>

\$5 DOWN, Sears Easy Terms. Thrill to the realism of Hi-Fi sound with this Silvertone radio-phono. 4-speed changer plays records of all speeds. Powerful radio reception.

### Finest Hi-Fi Tape Recorder



Regular 179.95, Now

## 159<sup>88</sup>

\$5 DOWN, Sears Easy Terms. Don't let the low price fool you... Silvertone is the finest! Professional type recorder has 2 speeds, 3 speakers and instant brake. Table model.

ALL ROADS LEAD TO



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*"Satisfaction guaranteed or your money back"*